Have a Coke
Coca-Cola

THE Coca-Cola™ COLLECTION

This card features original art created for The Coca-Cola Company in January 1945. Beautiful artwork such as this was used on a number of advertising pieces during this period.

DID YOU KNOW? The original McDonald's restaurant was opened in San Bernardino, California, in 1940 by Richard and Maurice McDonald. In 1954, Ray Kroc, a milkshake machine salesman, became the franchising agent and six years later bought all rights to the business.

Series 3 **201**

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MARKETED BY COLLECT-A-CARD

DRINK
Coca-Cola
Coca-Cola
Coca-Cola

THE Coca-Cola™ COLLECTION

This card features a cardboard cutout used in advertising for "Coca-Cola" in 1938. Today, one of these original cutouts, in excellent condition, is valued at approximately $850 by collectors.

DID YOU KNOW? The first woman formally nominated for the U.S. presidency was Belva Ann Lockwood in 1884 and 1888 as a candidate of the National Equal Rights Party. She was also the first woman admitted to practice law before the U.S. Supreme Court.

Series 3 **202**

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola™

THE Coca-Cola™ COLLECTION

This card features the "Sprite Boy" in an illustration created for The Coca-Cola Company by Haddon H. Sundblom in 1943. The soda jerk's hat, which was used to promote fountain sales, has been replaced by a "Coca-Cola" bottle cap in this illustration.

DID YOU KNOW? Merchant Richard Sears and watchmaker Alvah Roebuck began their business in 1887 by selling mail-order watches in newspapers. The name Sears, Roebuck & Co. was first used in 1893 for their catalog mail-order business.

Series 3

203

©1994 The Coca-Cola Company. All rights reserved.

MARKETED BY COLLECT-A-CARD

DRINK
Coca-Cola
Coca-Cola™

THE Coca-Cola™ COLLECTION

This card features original artwork, titled "Society Girl," which was a 1935 advertising poster created for The Coca-Cola Company. The original poster is 49 3/4" x 29 5/8" and is considered quite valuable today among collectors.

DID YOU KNOW? President Franklin D. Roosevelt and Winston Churchill were seventh cousins, once removed.

Series 3

204

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola OVERSEAS

October 1950

Coca-Cola

THE Coca-Cola™ COLLECTION

This card depicts the cover of "Coca-Cola Overseas" that appeared in October 1950. The cover's artwork was created by Coby Whitmore. During this period, The Coca-Cola Company was rapidly expanding its operations to a number of countries around the world.

DID YOU KNOW? Harry S Truman was the only U.S. president in the 20th century without a college education.

Series 3 **205**

©1994 The Coca-Cola Company. All rights reserved.

تثق بجودتها
Quality you trust
Coca-Cola

THE Coca-Cola™ COLLECTION

The image on this card features original artwork created for The Coca-Cola Company in 1949. This attractive young lady promotes the "Quality you trust" advertising theme that was used during this period.

DID YOU KNOW? Nintendo's "Super Mario Brothers" was named by the company's employees. The name "Mario" was the name of the landlord of their building.

Series 3

206

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola

THE Coca-Cola™ COLLECTION

A young British military woman enjoys a moment of refreshment in this original artwork created for The Coca-Cola Company in 1944. An ice-cold bottle of "Coca-Cola" provided a taste of home for military personnel stationed around the world.

DID YOU KNOW? Four of the first five U.S. presidents were from the state of Virginia. They were George Washington, Thomas Jefferson, James Madison and James Monroe. John Adams, the second president, was not from Virginia.

Series 3 207

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola

THE Coca-Cola™ COLLECTION

This card features original artwork created for The Coca-Cola Company by Haddon H. Sundblom in 1954. A football game can create a powerful thirst and a bottle of ice-cold "Coca-Cola" provides the perfect refreshment for such exciting occasions.

DID YOU KNOW? The first public showing of a motion picture in the U.S. took place on April 23, 1896, at New York's Koster & Bial Music Hall. The 12 short-subject films were projected on Thomas Edison's Vitascope.

Series 3

208

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola

THE Coca-Cola™ COLLECTION

In this original artwork created for The Coca-Cola Company in 1954, an attractive young lady and a tired soccer player enjoy a refreshing bottle of delicious "Coca-Cola" as part of a fun-filled afternoon.

DID YOU KNOW? Annie Oakley's real name was Phoebe Mozee. She was a sharpshooter who appeared in Buffalo Bill's Wild West Show in the late 19th century.

Series 3

209

©1994 The Coca-Cola Company. All rights reserved.

MARKETED BY COLLECT-A-CARD

Coke macht mehr draus.
Coca-Cola
Coca-Cola

THE Coca-Cola COLLECTION

This card features a "Coca-Cola" advertisement that appeared in Germany in 1979. An afternoon of fun at the beach wouldn't be complete without plenty of ice-cold "Coke" for refreshment.

DID YOU KNOW? The last known passenger pigeon died in the Cincinnati Zoo on September 1, 1994. These birds were once very common in the U.S. and were widely hunted as cheap food before becoming extinct.

Series 3

210

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola™
For people on the go

The Coca-Cola™ Collection

This card depicts original artwork created for The Coca-Cola Company in 1944. A young soldier and his best girl enjoy a bottle of "Coca-Cola" as part of a fun and exciting afternoon.

DID YOU KNOW? The faces of Thomas Jefferson, Abraham Lincoln, Theodore Roosevelt and George Washington were carved into Mount Rushmore by the Idaho-born sculptor, Gutzon Borglum, and his son during the period 1927-1941.

Series 3 **211**

©1994 The Coca-Cola Company. All rights reserved.

MARKETED BY COLLECT-A-CARD

Coca-Cola™
Have a Coke
Coca-Cola
Coca-Cola

THE Coca-Cola™ COLLECTION

This young couple is about to enjoy a delicious glass of "Coca-Cola" at the soda fountain in this cardboard cutout that appeared in 1949. Soda fountains were still quite popular in America during this period.

DID YOU KNOW? Flag Day, celebrated on June 14, was instituted in 1897 to commemorate the day in 1777 that the Continental Congress adopted the "Stars and Stripes" as the American flag.

Series 3 212

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola
THIS IS THE GENUINE
Coca-Cola

The Coca-Cola™ Collection

This card features a photo of one of the original Gilbert Clocks that were used in advertising for "Coca-Cola" in 1910. The bottom of the clock is a decal on glass. Today, one of the original clocks, in excellent condition, is valued at approximately $3,000 by collectors.

DID YOU KNOW? Alexander Graham Bell first displayed his electric telephone in 1876 at the Centennial Exhibition in Philadelphia, Pennsylvania.

Series 3

213

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola™
TOME
Coca-Cola

THE Coca-Cola™ COLLECTION

This card shows a Mexican serving tray that was used in advertising for The Coca-Cola Company in the 1940s. "Coca-Cola" was first bottled in Mexico in 1927. Today, one of these trays, in excellent condition, is valued at approximately $500 by collectors.

DID YOU KNOW? In 1943, Jacques Cousteau coinvented the Aqua-Lung, now better known under its acronym, scuba (Self-Contained Underwater Breathing Apparatus).

Series 3 214

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola™
Per la casa
Coca-Cola
Coca-Cola

THE Coca-Cola™ COLLECTION

In this Italian advertisement for The Coca-Cola Company that appeared in 1948, the "Sprite Boy" reminds consumers to take home a carton of delicious "Coca-Cola."

DID YOU KNOW? The Richter magnitude scale was developed by Charles F. Richter of the California Institute of Technology in 1935. It is a mathematical device that determines the strength of earthquakes.

Series 3

215

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola
HAVE A COKE
Coca-Cola™

THE Coca-Cola™ COLLECTION

A beautiful young lady enjoys a refreshing glass of "Coca-Cola" at the soda fountain in this attractive cardboard cutout used in advertising by The Coca-Cola Company in 1946.

DID YOU KNOW? Nylon was invented by Du Pont chemist Wallace Hume Carrothers in the 1930s while searching for an alternative to silk. Nylon stockings first appeared on the market May 15, 1940. Millions of pairs were sold by the end of that year.

Series 3

216

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola

THE Coca-Cola™ COLLECTION

This card features original artwork created for The Coca-Cola Company by Haddon H. Sundblom in 1954. There were a series of these illustrations with various sports scenes as backgrounds, used in high school athletic programs.

DID YOU KNOW? Thomas Edison used a scorched cotton thread, the equivalent of a carbon wire, as the filament in the first successful electric light bulb, because it would glow for a long period without melting.

Series 3

217

©1994 The Coca-Cola Company. All rights reserved.

Host of the highways

Refresh at the familiar red cooler on the road to anywhere

5¢

THE Coca-Cola™ COLLECTION

The "Sprite Boy" reminds travelers that coolers of ice-cold "Coca-Cola" are on the road to anywhere in this advertisement that appeared in 1950. The "Sprite Boy" was created by illustrator Haddon H. Sundblom for The Coca-Cola Company.

DID YOU KNOW? The first U.S. presidential candidate of the Democratic Party was Andrew Jackson in 1828. He won the election.

Series 3

218

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola™
1886
1936
DRINK
Coca-Cola
50th ANNIVERSARY

THE Coca-Cola™ COLLECTION

This cardboard sign, created for The Coca-Cola Company in 1936, denotes the Company's 50th Anniversary. One of these original signs, in excellent condition, is valued at approximately $375 among collectors.

DID YOU KNOW? New York City was named the capital of the United States in 1788 and remained so until 1800, when Washington, D.C. became the nation's capital.

Series 3 219

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola

THE Coca-Cola™ COLLECTION

This card features original art created for The Coca-Cola Company in 1955. In this unusual advertisement, a beach scene is shown in the background of a "Coca-Cola" bottle silhouette.

DID YOU KNOW? The U.S. frontier was officially closed in 1890. That year, the Bureau of the Census announced there was no difference between frontier and settlement.

Series 3

220

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola™
Drink
Coca-Cola

The Coca-Cola™ Collection

In this original artwork created for The Coca-Cola Company in 1930, a beautiful young dancer takes a break for a glass of ice-cold "Coca-Cola" while preparing for an exciting performance. This artwork was part of a large circus cutout.

DID YOU KNOW? On October 29, 1929, over 16 million shares of stock were traded on the New York Stock Exchange resulting in a stock market crash and a loss of between $8 to $9 billion in paper value.

Series 3

221

©1994 The Coca-Cola Company. All rights reserved.

DRINK
Coca-Cola
EVERYBODY'S CLUB
Coca-Cola

The Coca-Cola™ Collection

In this cardboard cutout advertisement that appeared in 1948, a group of young friends get together at the local soda fountain to share conversation over a glass of "Coca-Cola."

DID YOU KNOW? The largest denomination of U.S. currency now being issued is the $100 bill. Issuance of larger bills stopped in 1969, but some of the bigger bills are still in circulation, including the $100,000 bill that features Woodrow Wilson's picture.

Series 3

222

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola™

THE Coca-Cola™ COLLECTION

This card features a metal serving tray that was used in advertising by The Coca-Cola Company in 1942. Today, one of these original serving trays, in excellent condition, has a value of approximately $150 among collectors.

DID YOU KNOW? The first American factory was in Providence, Rhode Island, in 1790. It was at Samuel Slater's Mill and produced yarn. The yarn was woven into cloth by independent workers working in their homes.

Series 3

223

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola

The Coca-Cola™ Collection

This card features a cardboard cutout used in advertising by The Coca-Cola Company in 1925. Today, one of these original cardboard cutouts, in excellent condition, is valued at several hundred dollars by collectors.

DID YOU KNOW? The oldest surviving building of non-Indian design in the United States is the Governor's Palace in Santa Fe, New Mexico. It was built by the Spanish in 1609.

Series 3

224

©1994 The Coca-Cola Company. All rights reserved.

Refresh Yourself

DRINK

Coca-Cola

Take home a six-bottle carton

It's easy to carry

Coca-Cola™

THE Coca-Cola™ COLLECTION

Promoting the six-bottle carton, this cardboard cutout appeared in "Coca-Cola" advertising in 1924. Today, these original cutout advertisements are among the favorite collectibles of "Coca-Cola" memorabilia enthusiasts.

DID YOU KNOW? The battle of Bunker Hill actually took place on Breed's Hill, which was approximately 2,000 feet away, on June 17, 1775. To keep things straight for visitors, Breed's Hill was later renamed Bunker Hill.

Series 3

225

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola

MENU

HOT ROAST BEEF	55
FRIED CHICKEN	50
FRANKFURTER ON ROLL	20
CHILI CON CARNE	20
LIVERWURST SANDWICH	25
HAM & CHEESE SANDWICH	25
BUTTERED TOAST	10
GRIDDLE CAKES & SYRUP	15
COCOANUT CUSTARD PIE	15
CHOCOLATE LAYER CAKE	15

DRINK Coca-Cola

THE Coca-Cola™ COLLECTION

This card features a menu board of the style used in advertising by The Coca-Cola Company in thousands of cafes, restaurants and soda fountains across America. The menu prices suggest this menu is from the 1940s era.

DID YOU KNOW? The worst earthquake east of the Mississippi River occurred in Charleston, South Carolina, on August 31, 1886. It is estimated that the quakes's force would have registered 6.6 on the Richter scale.

Series 3

226

©1994 The Coca-Cola Company. All rights reserved.

"Just like old times"
DRINK
Coca-Cola
ICE COLD
Coca-Cola

The Coca-Cola™ Collection

This card features original art created for The Coca-Cola Company by Gil Elvgren in 1945. World War II was finally over and American military personnel returned home to their family and friends. "Coca-Cola" was enjoyed as part of the homecoming celebrations.

DID YOU KNOW? The military nickname "G.I." stands for Government Issue. The term was introduced during World War II.

Series 3

227

©1994 The Coca-Cola Company. All rights reserved.

Thirst knows
no season
Drink
Coca-Cola
Coca-Cola

THE Coca-Cola™ COLLECTION

This card shows a bottle ringer that was used in advertising for "Coca-Cola" in 1923. The theme "Thirst knows no season" was used to promote the idea that the delicious drink could be enjoyed year-round, not just during the warmer months.

DID YOU KNOW? The oldest American newspaper that is still being published is "The Courant" which has been published in Hartford, Connecticut since 1764.

Series 3 **228**

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola
Coca-Cola
THE YEAR-ROUND DRINK

THE Coca-Cola™ COLLECTION

This card features the "Winter Girl" cardboard cutout used in advertising by The Coca-Cola Company in 1923. It reminded consumers that even in cold weather, a glass of "Coca-Cola" provides delicious refreshment.

DID YOU KNOW? In the 1860s, Karl Marx was a correspondent who wrote about politics in Europe for the New York Tribune.

Series 3

229

©1994 The Coca-Cola Company. All rights reserved.

DRINK
Coca-Cola
Coca-Cola

THE Coca-Cola™ COLLECTION

A relaxing day at the seashore can be even more fun with a delicious bottle of "Coca-Cola", as depicted in this cardboard sign illustration from 1935. Today, one of these original signs, in excellent condition, is valued at approximately $475 among collectors.

DID YOU KNOW? Swedish soprano Jenny Lind, brought to the U.S. for a concert tour by showman P.T. Barnum in 1850, helped to establish opera as a popular art in American culture with her successful appearances.

Series 3 **230**

©1994 The Coca-Cola Company. All rights reserved.

The best
is always the
better buy
Coca-Cola
Coca-Cola™

THE Coca-Cola™ COLLECTION

This card depicts original artwork created for The Coca-Cola Company in 1943. In this advertisement, a young lady reminds consumers that "The best is always the better buy."

DID YOU KNOW? Wall Street, the famous financial landmark in New York, got its name from the wall that was built around Lower Manhattan in colonial times to protect cattle from Indian raids.

Series 3

231

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola™

THE Coca-Cola™ COLLECTION

This card features a trade card from 1894. It was one of the earliest advertising pieces used by The Coca-Cola Company. There were two versions, the one shown here with three little girls and another similar card showing three little boys (card # 6 in the first series of "The Coca-Cola™ Collection").

DID YOU KNOW? Cleveland, Ohio was named in 1836 for its founder, Moses Cleveland. The city was once known as the "Forest City" due to its abundance of trees.

Series 3

232

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola

THE Coca-Cola™ COLLECTION

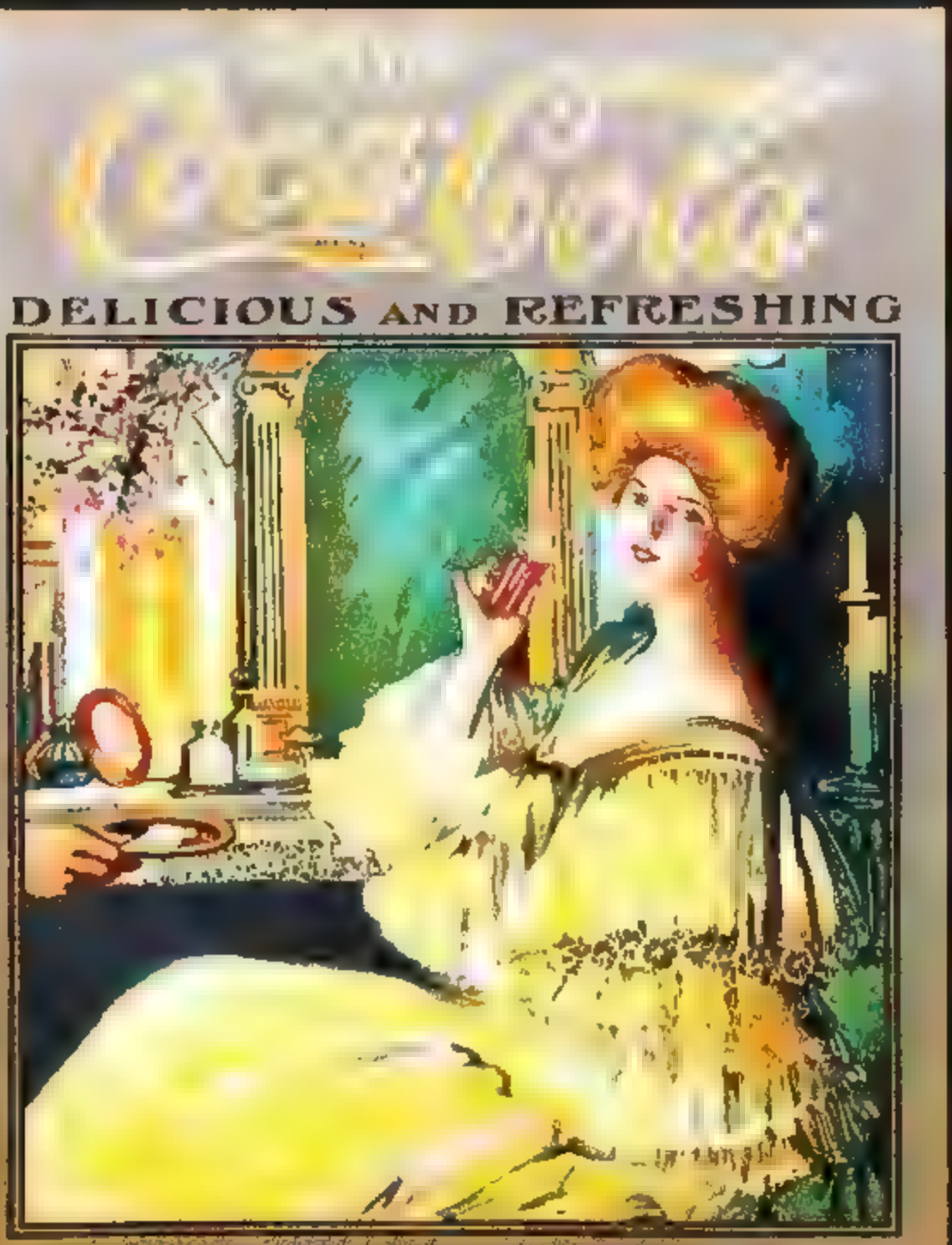
This card features original artwork created for The Coca-Cola Company in 1944. In this scene, an American soldier introduces "Coca-Cola" to new friends he has met during a tour of duty in New Zealand.

DID YOU KNOW? The first baseball game played under electric lights was between Fort Wayne and Indianapolis teams on May 28, 1883. The game was played in Fort Wayne, Indiana.

Series 3

233

©1994 The Coca-Cola Company. All rights reserved.


Coca-Cola
DELICIOUS AND REFRESHING
A STAR DRINK
5¢
Morning, Evening, Night - At Home or Abroad.
Traveling or Resting - Working or Recreating
5¢

Coca-Cola™

The Coca-Cola™ Collection

This card shows an advertisement for "Coca-Cola" that was used in 1906. This lady enjoys a glass of refreshing "Coca-Cola" while preparing for a performance. The advertisement reminds consumers that "Coca-Cola" is delicious anytime and anywhere.

DID YOU KNOW? Memphis, Tennessee, was named after Memphis, Egypt, which was located on the Nile River and was once the capital of Egypt.

Series 3

234

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola™

THE Coca-Cola™ COLLECTION

Trimming the lawn can cause a powerful thirst. In this advertisement from 1925, a young man is served a delicious glass of ice-cold "Coca-Cola" for refreshment by the young lady of the house.

DID YOU KNOW? James Naismith invented the game of basketball to provide indoor exercise for his students at the YMCA Training College (now Springfield College) in Springfield, Massachusetts, during the winter of 1891-1892.

Series 3

235

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola™
DRINK
Coca-Cola

THE Coca-Cola™ COLLECTION

This card shows a cardboard cutout used in advertising for The Cola-Cola Company in 1924. These cutouts were used in window displays and in-store displays by soda fountains and other such stores to promote the sale of "Coca-Cola" to customers.

DID YOU KNOW? The first Indianapolis 500 racing event was won by Ray Harround in 1911. He drove a six-cylinder Marmon Wasp and averaged a speed of 74.59 miles per hour.

Series 3 **236**

©1994 The Coca-Cola Company. All rights reserved.

DRINK
Coca-Cola
Delicious
and
Refreshing
DRINK
Coca-Cola

THE Coca-Cola™ COLLECTION

This card features a window display piece that was used in advertising for "Coca-Cola" in 1939. Today, these old "Coca-Cola" advertising articles are considered very valuable by collectors. A sign like the one shown, in excellent condition, is valued at approximately $500.

DID YOU KNOW? The original name of the company now known as International Business Machines (IBM) was the Computing Tabulating Recording Company. It was founded in 1911.

Series 3 **237**

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola
Shop
refreshed
DRINK
Coca-Cola

THE Coca-Cola™ COLLECTION

This young lady reminds consumers that a glass of "Coca-Cola" is the perfect refreshment while on a shopping trip. This original artwork was created for The Coca-Cola Company in 1950.

DID YOU KNOW? Susan B. Anthony, the women's rights leader (1820-1906), did not live to see the 19th Amendment adopted which gave women the right to vote in 1920. She did vote illegally in an election in 1872 and refused to pay the resulting fine.

Series 3

238

©1994 The Coca-Cola Company. All rights reserved.

A glass of [illegible] is just as enjoyable as the play itself.
Delightfully in harmony with the spirit of all recreations, it is a delicious, refreshing cool beverage in which a proposal to health and happiness becomes an accomplished fact.

Coca-Cola

THE Coca-Cola™ COLLECTION

This card depicts original artwork created for The Coca-Cola Company in 1906. In this scene, a young couple enjoys a glass of "Coca-Cola" as part of a pleasant evening at the theater.

DID YOU KNOW? According to a 1990-91 report by Nielsen Media Services, the average American watches 28 hours and 13 minutes of television per week...about four hours per day.

Series 3

239

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola™

THIS CARD ENTITLES YOU TO ONE GLASS OF

FREE Coca-Cola AT THE FOUNTAIN OF

ANY DISPENSER OF GENUINE COCA-COLA

THE Coca-Cola™ COLLECTION

This card features a sampling coupon that was used to promote "Coca-Cola" around the turn of the century. With this coupon, a consumer could get a free glass of the delicious drink at any soda fountain that sold the beverage.

DID YOU KNOW? The first woman to receive an M.D. degree in the United States was Elizabeth Blackwell (1820-1910). She received her degree from Geneva Medical College in New York in 1849.

Series 3

240

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola
Drink
Coca-Cola

THE Coca-Cola™ COLLECTION

This card shows original artwork created for The Coca-Cola Company in 1958. During this period, The Coca-Cola Company was enjoying growth at an unprecedented rate, establishing bottling operations in a number of countries around the world.

DID YOU KNOW? According to the National Center for Health Statistics, the average American male is 5 feet 9.1 inches tall. The average female is 5 feet 3.7 inches tall.

Series 3

241

©1994 The Coca-Cola Company. All rights reserved.

Enjoy
Coca-Cola
Coke is it.
Coca-Cola

THE Coca-Cola™ COLLECTION

This couple enjoys a motorcycle ride in this 1985 advertisement for The Coca-Cola Company. As part of the fun, they'll have a can of "Coke" for refreshment. This advertisement was one in a series using the theme "Coke is it".

DID YOU KNOW? According to surveys completed in 1989, the percentage of the American population over 25 years old who have a high school education was 76.9%. Those who had completed college equaled 21.1%.

Series 3

242

©1994 The Coca-Cola Company. All rights reserved.

Drink
Coca-Cola
Delicious and Refreshing
7 million
drinks a day
Coca-Cola™

The Coca-Cola™ Collection

This card features a cardboard cutout used in advertising for "Coca-Cola" in 1926. Today, this cutout, in excellent condition, is valued at approximately $1,000 by collectors. There is also another version of the "Umbrella Girl" holding a bottle of "Coca-Cola."

DID YOU KNOW? In 1875, the first running of The Kentucky Derby, the initial jewel in the Triple Crown of horse racing, was held at Churchill Downs in Louisville, Kentucky.

Series 3

243

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola
In Bottles
Coca-Cola

THE Coca-Cola™ COLLECTION

This card depicts a paper sign used in advertising for "Coca-Cola" in 1921. Today, one of the original signs, in excellent condition, is valued at approximately $1,000 among collectors.

DID YOU KNOW? In 1903, the first World Series was played between the American and National Leagues. The Boston Red Sox (AL) beat the Pittsburgh Pirates (NL) five games to three in a best-of-nine series.

Series 3

244

©1994 The Coca-Cola Company. All rights reserved.

Thirst knows
no season
Drink
Coca-Cola
Coca-Cola™

The Coca-Cola Collection

The Coca-Cola Company used the theme "Thirst knows no season" in its advertising to promote the idea that "Coca-Cola" was not just a warm weather beverage. Beautiful artwork like the 1923 cutout shown on this card was used in advertising.

DID YOU KNOW? On June 14, 1922, Warren G. Harding became the first U.S. president to speak over the radio.

Series 3

245

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola
Coca-Cola

THE Coca-Cola™ COLLECTION

Two gentlemen stop by the local soda fountain for a glass of "Coca-Cola" in this original artwork created for The Coca-Cola Company in 1922. The soda fountain was a popular gathering place in cities and towns across America during this period.

DID YOU KNOW? The all-time longest running show to appear on Broadway was "A Chorus Line." The show ran 6,137 performances from 1975 to 1990.

Series 3

246

©1994 The Coca-Cola Company. All rights reserved.

Drink
Coca-Cola
Tastes good!
So Refreshing
Coca-Cola

THE Coca-Cola™ COLLECTION

The cardboard cutout shown on this card was used in advertising for The Coca-Cola Company in 1927. These decorative advertising pieces were used by soda fountains and other such locations where "Coca-Cola" was available, which was just about everywhere.

DID YOU KNOW? The name EPCOT, the Disney amusement center located in central Florida, is an acronym for Experimental Prototype Community of Tomorrow.

Series 3

247

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola
Coca-Cola

THE Coca-Cola™ COLLECTION

This card features a cardboard cutout used in advertising by The Coca-Cola Company in 1915. Today, one of these cutouts, in good to excellent condition, is valued in the hundreds of dollars among collectors of "Coca-Cola" memorabilia.

DID YOU KNOW? The long-playing 33 r.p.m. record was invented by Columbia Records (CBS) in 1948 and replaced the 78 r.p.m. record. RCA introduced the 45 r.p.m. record in 1949.

Series 3

248

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola
Refresh
DRINK
Coca-Cola

THE Coca-Cola™ COLLECTION

This card features original artwork created for The Coca-Cola Company by Haddon H. Sundblom in 1947. Bowling had become a popular activity in America and a bottle of ice-cold "Coca-Cola" added the needed refreshment to the fun.

DID YOU KNOW? In 1764, Charles Mason and Jeremiah Dixon, two British surveyors, began a survey of Pennsylvania and Maryland. It eventually produced the Mason-Dixon line which separates northern states from southern states.

Series 3

249

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TIME OUT
Coca-Cola
Coca-Cola

The Coca-Cola™ Collection

A young cheerleader takes a break from her duties to enjoy a bottle of "Coca-Cola" in this original artwork created for The Coca-Cola Company in 1944. Today, one of these original signs, in excellent condition, is valued at over $100 by collectors.

DID YOU KNOW? In 1665, Sir Isaac Newton worked out the general principles of his universal laws of gravitation. He was twenty-three years old.

Series 3

250

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DRINK
Coca-Cola
"Thirst knows no season"
Coca-Cola

THE Coca-Cola™ COLLECTION

Wintertime fun can create quite a thirst as this young couple discovers in this cardboard poster created for The Coca-Cola Company in 1942. In this advertisement, they take a break to enjoy a bottle of "Coca-Cola" after putting the finishing touches on the snowman.

DID YOU KNOW? The Greenwich Observatory, the world's leading scientific center, was founded in 1675.

Series 3 **251**

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DRINK
Coca-Cola
Coca-Cola

THE Coca-Cola™ COLLECTION

The image on this card is from a poster of original artwork created for The Coca-Cola Company by Haddon H. Sundblom in 1938. Today, this cardboard poster, in excellent condition, is valued at approximately $500 among collectors.

DID YOU KNOW? In 1803, the Louisiana Purchase more than doubled the size of the United States. It was purchased from Napoleon of France for $15 million, or about 2¢ per acre.

Series 3

252

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Coca-Cola

THE Coca-Cola™ COLLECTION

This card features a photo of an original percolator used by John S. Pemberton during the period that he experimented with the original "Coca-Cola" syrup formula. He mixed the formula in a large three-leg brass kettle in his backyard and first offered it to customers in 1886.

DID YOU KNOW? In 2900 B.C., The Great Pyramid of Giza in Egypt was built as a tomb for Pharaoh Cheops (Khu-fu).

Series 3

253

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Coca-Cola
BANISH
THAT YAWN
• • • bounce back to normal!

THE Coca-Cola COLLECTION

This card features a cardboard cutout that was used in advertising for "Coca-Cola" in 1933. This advertisement reminds consumers that "Coca-Cola" provides refreshment when one's energy level runs low.

DID YOU KNOW? The Democratic party theme song, "Happy Days Are Here Again," first appeared in the 1930 MGM musical "Chasing Rainbows." The movie opened after the 1929 stock market crash and was a flop.

Series 3 254

©1994 The Coca-Cola Company. All rights reserved.

Drink
Delicious and
Refreshing
Coca-Cola
IN BOTTLES
Coca-Cola

THE Coca-Cola™ COLLECTION

This lady takes a break from her busy schedule to enjoy a bottle of "Coca-Cola" in this cardboard cutout that was used in advertising by The Coca-Cola Company in 1920. Today, an original cutout, in excellent condition, would be worth several hundred dollars among collectors.

DID YOU KNOW? The first drive-in movie in America was opened on a 40-acre parking lot in Camden, New Jersey on June 6, 1933.

Series 3 **255**

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Coca-Cola

TODO

VA MEJOR CON COCA-COLA

THE Coca-Cola™ COLLECTION

This card features an advertisement that appeared in Italy in 1969 for "Coca-Cola." All over the world, a delicious "Coca-Cola" adds to the enjoyment of any pleasant occasion.

DID YOU KNOW? On May 16, 1929, the first Academy Awards ceremony was held in the Blossom Room of the Hollywood Roosevelt Hotel. The awards were presented by Douglas Fairbanks, who was the president of the Academy of Motion Picture Arts and Sciences.

Series 3

256

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MARKETED BY COLLECT A-CARD

Coca-Cola
DRINK
Coca-Cola
BOTTLES

THE Coca-Cola™ COLLECTION

This card shows original artwork that was created for The Coca-Cola Company by Gil Elvgren in 1954. The attractive young lady and her dog enjoy a pleasant afternoon. As part of the fun, "Coca-Cola" has been brought along for refreshment.

DID YOU KNOW? The first American musical radio broadcast was from the Metropolitan Opera House in New York City in 1910.

Series 3

257

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola
Coca-Cola
Sold at all Founts
Carbonated in Bottles
5¢
IS A
DELICIOUS
BEVERAGE
Delightfully
In Harmony
With the Spirit of
ALL OUTINGS

The Coca-Cola™ Collection

In this advertisement created for The Coca-Cola Company in 1906, a gentleman offers the lady a glass of refreshing "Coca-Cola" as part of an afternoon's entertainment.

DID YOU KNOW? The Tennessee Valley Authority (TVA) was created in 1933 to control floods, improve navigation and bring low-cost electrical power to several southern states including Alabama, Georgia, Kentucky, Mississippi, North Carolina, Tennessee and Virginia.

Series 3

258

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On the Ides of March, 44 BC, Julius Caesar, standing on the steps of the Senate, saw Brutus approaching. Assuming his friend would like a refreshing drink of ice-cold Coca-Cola, Caesar called out, "Et tu Brute?" meaning, "You want some, too, Kiddo?" Unfortunately, Brutus had flunked Latin, and, thinking he'd been insulted, immediately slew Caesar, speaking the immortal words, "Res melius evenissent cum Coke," a translation of which appears below.

THE Coca-Cola™ COLLECTION

This card depicts a humorous advertisement for "Coca-Cola" that appeared in 1969. In the advertisement, a mock Julius Caesar standing on the steps of the Senate was featured with a bottle of "Coke" in hand. It was a take-off on the theme "Things go better with Coke."

DID YOU KNOW? Leroy "Satchel" Paige became the oldest rookie in professional baseball when he signed with the Cleveland Indians in 1948. He was forty-two years old.

Series 3

259

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola
DRINK
Coca-Cola

THE Coca-Cola™ COLLECTION

The photo on this card was taken in 1934 and shows how "Coca-Cola" salesmen conducted home sampling promotions during this period. The custom-designed vehicle features a "Coca-Cola" dispenser in the rear.

DID YOU KNOW? There were a total of seven war bond drives during World War II. They were often led by top movie stars and in total yielded over $61 billion in revenue for the war effort.

Series 3

260

©1994 The Coca-Cola Company. All rights reserved.

HERE'S HOW!

To relieve fatigue, become refreshed either before or after the exhausting whirl of a social evening. The slightly tonic effect of Coca Cola relieves fatigue and calms overwrought nerves without undue stimulation. It is genuinely good to the taste and aids digestion

5¢ SOLD EVERYWHERE 5¢

Coca-Cola

THE Coca-Cola™ COLLECTION

This card features an advertisement that appeared in 1907 for "Coca-Cola." This gentleman is dressed for an evening on the town in the style of the period and provides tips to consumers on how to stay refreshed.

DID YOU KNOW? During World War II, the female work force in America grew from 11 million to approximately 20 million.

Series 3

261

©1994 The Coca-Cola Company. All rights reserved.

In all this big wide thirsty world

there's nothing like that great taste of Coke!

THE Coca-Cola™ COLLECTION

This card shows an advertisement for "Coca-Cola" that appeared in a number of national magazines such as Look, Life, Boy's Life and National Geographic in 1956.

DID YOU KNOW? Congress approved the Declaration of Independence on July 4, 1776, when it was signed by John Hancock and the secretary of the Congress. The document was officially signed in a ceremony by most members on August 2, 1776. One member didn't get around to signing it until 1781.

Series 3

262

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola
Coca-Cola
5¢
Thirst knows no season

THE Coca-Cola™ COLLECTION

This card features an advertisement which appeared for "Coca-Cola" in 1950. In this interesting advertisement, all four seasons are depicted to illustrate the theme "Thirst knows no season."

DID YOU KNOW? Clarence Darrow, famed for his defense in the Scopes trial of 1925, briefly attended the University of Michigan law school, but did not get a degree.

Series 3

263

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola

THE Coca-Cola™ COLLECTION

This young lady is well prepared to entertain guests in this original artwork that was created for The Coca-Cola Company in 1952. Good tasting food and "Coca-Cola" add to any social occasion.

DID YOU KNOW? The city of San Francisco, which was explored by the Spanish in 1776, was named after Saint Francis of Assisi.

Series 3

264

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola
Coca-Cola CORNER
Coca-Cola CORNER

THE Coca-Cola™ COLLECTION

This card shows a cardboard cutout advertisement, titled "Coca-Cola Corner," that was used for The Coca-Cola Company in 1928. Today, it provides a unique concept of the life-style during that period.

DID YOU KNOW? The Beatles came up with the group's name after being inspired by Buddy Holly's group that was known as The Crickets.

Series 3

265

©1994 The Coca-Cola Company. All rights reserved.

1928 **DICIEMBRE** 1928

DOMINGO	LUNES	MARTES	MIÉRCOLES	JUEVES	VIERNES	SABADO
Tan deliciosa en Diciembre como en Junio.						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24/31	25	26	27	28	29

Coca-Cola

THE Coca-Cola™ COLLECTION

This card features a Mexican calendar that was used in advertising for The Coca-Cola Company in 1928. Today, one of these original calendars, in excellent condition, is valued at approximately $500 by collectors.

DID YOU KNOW? Johnny Appleseed's real name was John Chapman. He planted apple trees from the Alleghenies westward.

Series 3

266

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola
DRINK
Coca-Cola
5¢

THE Coca-Cola™ COLLECTION

This card features a menu card used in advertising for The Coca-Cola Company in 1902. The menu was listed on the back of these cards. Today, one of these original menus, in excellent condition, is valued at approximately $425 by collectors.

DID YOU KNOW? The leader of the U.S.S.R. changed his name during World War II, from Iosif V. Dzhugashvili to Joseph Stalin.

Series 3

267

©1994 The Coca-Cola Company. All rights reserved.

OFFICIAL SCORE BOOK

SEASON 1917 PRICE, 5 CENTS

You Will Be An

American Gentleman Shoe Fan

After The First Pair

We will issue an order for a pair of American Gentleman Shoes on our St. Louis Distributer

For Every Home Run

By Home or Visiting Players

HAMILTON-BROWN SHOE CO

TICKETS ON SALE AT GRAND LEADER, Sixth and Washington Ave.
JOHNSON-ENDERLE-PALLEY DRUG CO. Grand and Olive

Coca-Cola

THE Coca-Cola™ COLLECTION

This card features a "Coca-Cola" advertisement that appeared on an Official Score Book of the St. Louis Browns baseball team in 1917. Today, one of these original score books, in good condition, would be quite valuable among collectors.

DID YOU KNOW? The Cleveland baseball team was nicknamed the Indians in 1913 in honor of former Cleveland player Luis Francis Sockalexis, who was the first American Indian to play in the major leagues.

Series 3

268

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola

THE Coca-Cola™ COLLECTION

This wholesome and attractive young lady appears to be inviting you to join her for a glass of "Coke" in this original artwork that was created for The Coca-Cola Company in 1953.

DID YOU KNOW? Holiday Inn was founded in 1952 by Kemmons Wilson in Memphis, Tennessee. He got the name for his motels by watching a Bing Crosby-Danny Kaye movie he had just seen, called Holiday Inn.

Series 3 269

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola

THE Coca-Cola™ COLLECTION

This card features original artwork created for The Coca-Cola Company in 1944. World War II found many American soldiers being transported around the world from station to station. A bottle of "Coca-Cola" provided a brief taste of home.

DID YOU KNOW? Reebok International Ltd., headquartered in Boston, was named after a speedy African antelope in 1958.

Series 3

270

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola
Coca-Cola
TRADE-MARK
HAVE A COKE

THE Coca-Cola™ COLLECTION

This card features original artwork created for The Coca-Cola Company by Haddon H. Sundblom in the 1940s. In this illustration, the "Sprite Boy" wears his soda jerk cap to promote "Coca-Cola" fountain sales.

DID YOU KNOW? Oberlin College was the first coeducational college in America, accepting female students in 1833.

Series 3

271

©1994 The Coca-Cola Company. All rights reserved.

Just like old times
Coca-Cola™

THE Coca-Cola™ COLLECTION

This card shows a cardboard sign that was used in advertising for "Coca-Cola" in 1944. Many soldiers were returning home to resume their civilian life-styles which of course included "Coca-Cola."

DID YOU KNOW? Woolworth's began offering items that cost more than five or ten cents in 1932 when they first offered merchandise costing twenty cents.

Series 3

272

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Coca-Cola

THE Coca-Cola™ COLLECTION

This original artwork, titled "The Coke's on me," was created for The Coca-Cola Company by Frank Bensing in 1944. In this scene, several military personnel share a happy moment with a bottle of "Coca-Cola."

DID YOU KNOW? The first time "The Star Spangled Banner" was played at a sporting event was at a baseball game in Brooklyn in 1862.

Series 3

273

©1994 The Coca-Cola Company. All rights reserved.

DRINK
Coca-Cola
Take
home a
carton
Coca-Cola

THE Coca-Cola™ COLLECTION

This card shows a cardboard cutout that was used in advertising by The Coca-Cola Company in 1939. Today, one of these original cutouts, in excellent condition, is valued at approximately $200 among collectors.

DID YOU KNOW? The first American book written about baseball was the "Book of Sports" by Robin Carver, published in 1834.

Series 3

274

©1994 The Coca-Cola Company. All rights reserved.

At the movies
entertainment and refreshment go hand in hand

Coca-Cola™

THE Coca-Cola™ COLLECTION

This card depicts original artwork that was created for The Coca-Cola Company in 1950. Movie theaters provided great entertainment along with a box of fresh popcorn and an ice-cold "Coca-Cola".

DID YOU KNOW? The poinsettia was discovered by and named for J.R. Poinsett (1799-1851). He was the U.S. minister to Mexico, home of this flowering plant.

Series 3

275

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola™

THE Coca-Cola™ COLLECTION

This card features an advertisement that appeared in 1915 for "Coca-Cola Chewing Gum". Asa G. Candler authorized the use of the "Coca-Cola" name by a gum manufacturer in 1903. The Company purchased all rights and assets of the gum company in 1924 and discontinued the product.

DID YOU KNOW? In 1939, a night at the Essex House in New York City cost six dollars. Today, a night in the same hotel starts at approximately $185.

Series 3

276

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola
Coca-Cola
Goes hand in hand...
with good things to eat
DRINK
Coca-Cola

THE Coca-Cola™ COLLECTION

This card features a cardboard cutout used in advertising by The Coca-Cola Company in 1936. Today, one of these original cutouts, in excellent condition, would be of considerable value to collectors.

DID YOU KNOW? NASCAR, headquartered in Daytona Beach, Florida, was founded by William H. G. France in 1947.

Series 3

277

©1994 The Coca-Cola Company. All rights reserved.

Drink
Coca-Cola
Coca-Cola
The Pause That Refreshes
Coca-Cola

THE Coca-Cola™ COLLECTION

This card features original artwork created for The Coca-Cola Company and used on a cardboard cutout for window displays in 1940. Today, one of these original cutouts, in excellent condition, is valued at approximately $650 among collectors.

DID YOU KNOW? The magnolia was named after Pierre Magnol, a seventeenth-century professor of botany at Montpellier University in France.

Series 3 278

©1994 The Coca-Cola Company. All rights reserved.

DRINK
Coca-Cola
Coca-Cola

THE Coca-Cola™ COLLECTION

The original artwork shown on this poster was created for The Coca-Cola Company in 1937. Today, collectors value one of these original posters, in excellent condition, at approximately $450.

DID YOU KNOW? The Ferris wheel, a popular amusement park ride, got its name from George W. G. Ferris. He designed the first one for the Columbian Exposition in Chicago in 1893.

Series 3

279

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola™

THE Coca-Cola™ COLLECTION

This card shows a photo of "Coca-Cola" delivery trucks being loaded in a bottling plant in the 1940s. At the end of World War II, The Coca-Cola Company was well positioned to expand rapidly in America and around the world.

DID YOU KNOW? As of 1992, ninety-eight percent of American households had a TV set. Sixty-five percent had two or more.

Series 3

280

©1994 The Coca-Cola Company. All rights reserved.

ICE COLD
DRINK
Coca-Cola
40
served right-below 40°
Coca-Cola

THE Coca-Cola™ COLLECTION

This card shows a cardboard cutout used in advertising by The Coca-Cola Company in 1937. Presently, one of these original cutouts, in excellent condition, is valued at approximately $300 among collectors.

DID YOU KNOW? The average American generates three pounds of garbage per day, according to the Garbage Project.

Series 3

281

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola™
Coke belongs
DRINK
Coca-Cola

THE Coca-Cola™ COLLECTION

This card features original artwork created for The Coca-Cola Company in 1950. These teenagers enjoy a party and have plenty of ice cold "Coca-Cola" on hand for refreshment.

DID YOU KNOW? The electric sign on 1 Times Square at 42nd Street that displays headlines was installed in 1928.

Series 3

282

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola™

THE Coca-Cola™ COLLECTION

This card features a photo of a bright red delivery truck that was used by the "Coca-Cola" bottler in Los Angeles, California, in 1940. There have been many die-cast models of "Coca-Cola" trucks produced over the years. Today, some of them are quite valuable.

DID YOU KNOW? Mount Rushmore is said to be named for 19th-century New York attorney Charles E. Rushmore. Legend holds that it was named as a joke while he was visiting the Black Hills and the name stuck.

Series 3

283

©1994 The Coca-Cola Company. All rights reserved.

Pause...
Work refreshed
Coca-Cola™

THE Coca-Cola™ COLLECTION

This card features a "Coca-Cola" advertisement that appeared in magazines such as "Collier's" and "Time" in 1942. This advertisement emphasizes how well the patented bottle for "Coca-Cola" fits in your hand.

DID YOU KNOW? The famous boardwalk in Atlantic City, New Jersey is 60 feet wide and about four and one-half miles long. The first boardwalk in Atlantic City was built in 1870.

Series 3

284

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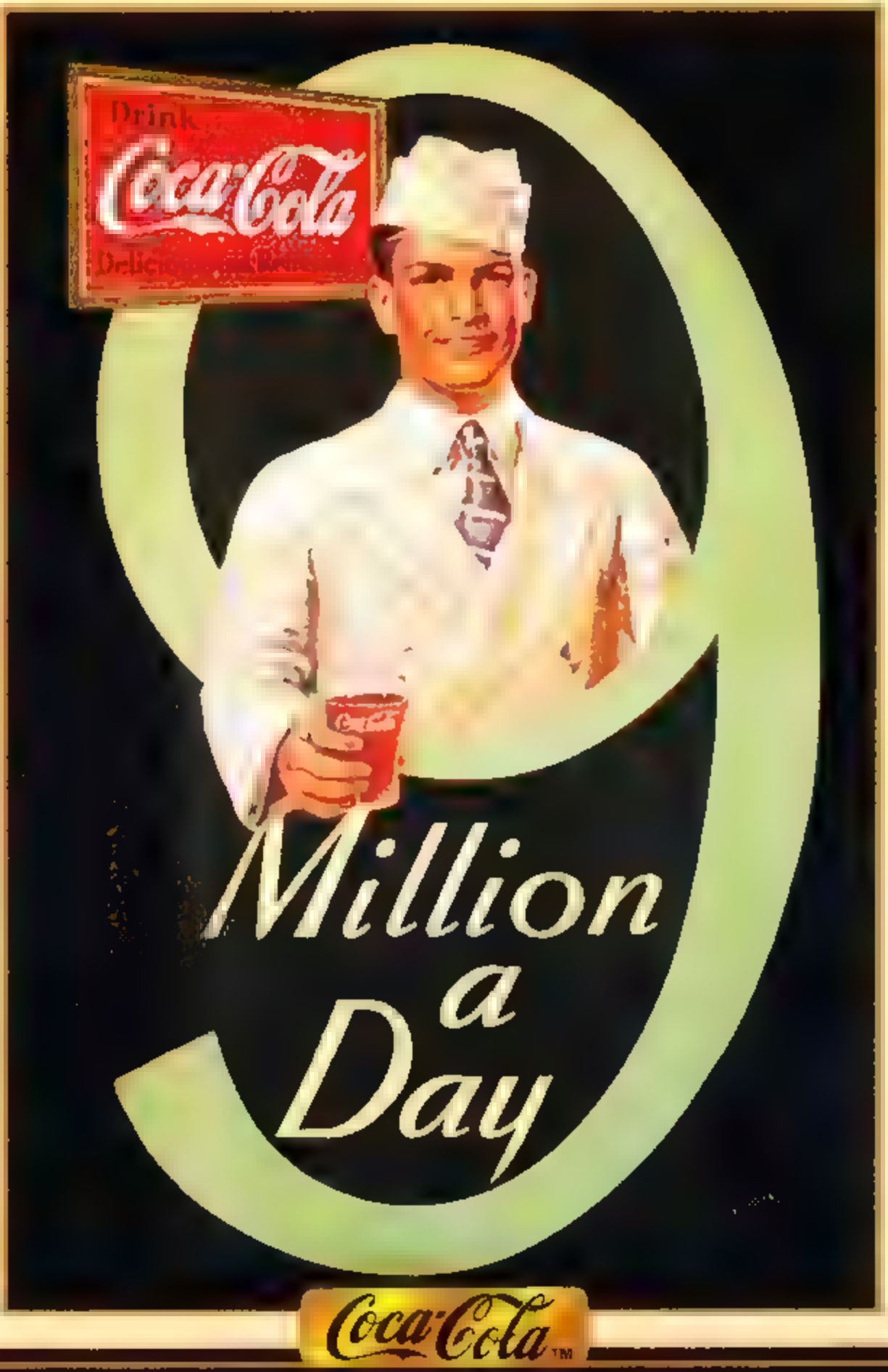
Drink
Coca-Cola
9 Million a Day
Coca-Cola™

THE Coca-Cola COLLECTION

This card shows a cardboard cutout used in advertising by The Coca-Cola Company in 1930. By this time, sales of the popular beverage had reached an average of nine million drinks per day.

DID YOU KNOW? Sigmund Freud visited the U.S. only once, to receive an honorary doctor of law degree from Clark University in Worcester, Massachusetts in 1909.

Series 3

285

©1994 The Coca-Cola Company. All rights reserved.

Home –
refreshment!
Coca-Cola

THE Coca-Cola™ COLLECTION

This card features original artwork created for The Coca-Cola Company by Gil Elvgren in 1944. There were several such illustrations of this type created and used in advertising for "Coca-Cola" to celebrate the joyous homecoming of American soldiers.

DID YOU KNOW? The first Earth Day was celebrated in the U.S. on April 20th, 1970 to draw attention to the pollution of the nation's environment.

Series 3

286

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Coca-Cola

The Coca-Cola™ Collection

This card shows an elaborate cardboard cutout, titled "Four Seasons," that was used in window display advertising by The Coca-Cola Company in 1921. Today, one of these original displays, in good condition, is valued at several thousand dollars among collectors.

DID YOU KNOW? There has never been an official penny in the United States. When created, it was called a cent. When the English penny was banned from circulation in 1787, along with all other foreign currency, the cent took on the name penny.

Series 3

287

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola
Coca-Cola

THE Coca-Cola™ COLLECTION

This card features the famous "Cherub cutout" that was used in advertising by The Coca-Cola Company in 1908. Today, one of these original cutouts, in excellent condition, is valued at approximately $2,200 by collectors.

DID YOU KNOW? Originally, Delta Air Lines was formed in Macon, Georgia as the world's first crop-dusting service in 1924. The company expanded and inaugurated passenger service in 1929.

Series 3

288

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Frisch &
Fröhlich
Coca-Cola

THE Coca-Cola™ COLLECTION

This card features a cardboard cutout used in advertising for "Coca-Cola" in West Germany in 1989 and 1990. Fun times and "Coca-Cola" have always gone hand in hand.

DID YOU KNOW? The University of Chicago was founded by John D. Rockefeller. His son, John D. Rockefeller, Jr., founded Rockefeller University in New York.

Series 3

289

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola

THE Coca-Cola COLLECTION

This card features original artwork created for The Coca-Cola Company in 1956. This young lady enjoys a lazy afternoon with a delicious bottle of "Coca-Cola" for refreshment.

DID YOU KNOW? Richard J. Daley was elected mayor of Chicago for five terms. He was first elected mayor in 1955.

Series 3 **290**

©1994 The Coca-Cola Company. All rights reserved.

Carry a smile
back to work
Coca-Cola

THE Coca-Cola COLLECTION

This card shows a cardboard cutout used in advertising for "Coca-Cola" in 1934. Today, these original items are highly sought after by collectors of memorabilia and are considered quite valuable.

DID YOU KNOW? Wolfman Jack's real name is Robert Weston Smith. He was born in Brooklyn and began broadcasting as the "Wolfman" in 1960 at a border station in Via Cuncio, Mexico, just north of Del Rio, Texas.

Series 3

291

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola
Coca-Cola

THE Coca-Cola™ COLLECTION

This card features the original artwork created for The Coca-Cola Company by Bradshaw Crandall in 1948. Beautiful artwork such as this appeared in thousands of advertisements for "Coca-Cola."

DID YOU KNOW? Superman, the comic book superhero, died fighting the villain Doomsday in Superman No. 75, the January 1993 issue that went on sale November 11, 1992.

Series 3

292

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Coca-Cola™

THE Coca-Cola™ COLLECTION

This card features a cardboard cutout that was used in advertising for "Coca-Cola" in 1911. This young couple spends a pleasant afternoon together and enjoys a glass of refreshing "Coca-Cola" as well as interesting and entertaining conversation.

DID YOU KNOW? The poem, "Casey at the Bat," written by Ernest Lawrence Thayer, was first published pseudonymously in the San Francisco Examiner on June 3, 1888.

Series 3

293

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola
CHICKEN
HAM
ANTEEN

THE Coca-Cola™ COLLECTION

This card features original artwork created for The Coca-Cola Company in 1943. This attractive young lady serves a hungry customer a sandwich and a bottle of ice-cold "Coca-Cola" in a local canteen.

DID YOU KNOW? Citicorp originated as the City Bank of New York. It was established in 1812 by Colonel Samuel Osgood, the first commissioner of the U.S. Treasury.

Series 3

294

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Coca-Cola™

THE Coca-Cola™ COLLECTION

This young woman mentally checks over her shopping list while at the market in this original artwork created for The Coca-Cola Company in 1946. Of course, she remembers to bring home plenty of "Coca-Cola."

DID YOU KNOW? Theodore Roosevelt offered American voters a "square deal." Franklin Roosevelt offered voters a "new deal." Harry Truman offered voters a "fair deal."

Series 3 **295**

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola™

The Coca-Cola™ Collection

This card shows a cardboard cutout used in window display advertising for "Coca-Cola" in 1919. Cutouts such as this one decorated store windows wherever "Coca-Cola" was served throughout America during this period.

DID YOU KNOW? General Mills was originally known as the Washburn-Crosby Company when it was founded in 1866. In 1925, the company consolidated with other flour mills under the name of General Mills.

Series 3

296

©1994 The Coca-Cola Company. All rights reserved.

WHAT SHALL WE DRINK?
DRINK COCA-COLA 5¢
Coca-Cola™

THE Coca-Cola COLLECTION

This card features a celluloid bookmark that was used in advertising for "Coca-Cola" in 1906. Today, one of these original 1 1/2" x 3 1/8" bookmarks, in excellent condition, is valued at approximately $500 by collectors.

DID YOU KNOW? Baby Ruth candy bars were named after President Grover Cleveland's eldest daughter, and not the famous baseball player.

Series 3

297

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola

THE Coca-Cola™ COLLECTION

This card features original artwork created for The Coca-Cola Company by Hayden Hayden in 1939. It was used on a 1940 calendar. The Coca-Cola Company used the talents of a number of famous illustrators to create truly beautiful artwork for advertising "Coca-Cola."

DID YOU KNOW? Ronald Reagan was the host of "General Electric Theater" from 1954 to 1962. He occasionally starred in the dramas as well.

Series 3 298

©1994 The Coca-Cola Company. All rights reserved.

Coca-Cola™

THE Coca-Cola™ COLLECTION

This card features beautiful original artwork created for The Coca-Cola Company in 1937. In this advertisement, soda fountain clerks come out of an igloo serving delicious ice-cold "Coca-Cola."

DID YOU KNOW? Jimmy Carter was the first president to have more than one woman in his cabinet. He had a total of three.

Series 3

299

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Coca-Cola

201 Original Art-1945
202 Cutout - 1938
203 "Sprite Boy" - 1943
204 "Society Girl" - 1935
205 "Coca-Cola Overseas"-'50
206 Original Art - 1949
207 Original Art - 1944
208 Original Art - 1954
209 Original Art - 1954
210 Advertisement - 1979
211 Original Art - 1944
212 Cutout - 1945
213 Gilbert Clock - 1910
214 Mexican Tray - 1940s
215 "Sprite Boy" - 1948
216 Cutout - 1946
217 Original Art - 1954
218 "Sprite Boy" - 1950
219 50th Anniversary - 1936
220 Original Art - 1955
221 Original Art - 1930
222 Cutout - 1948
223 Serving Tray - 1942
224 Cutout - 1925
225 Cutout - 1924
226 Menu Board - 1940s
227 Original Art - 1945
228 Bottle Ringer - 1923
229 "Winter Girl" - 1923
230 Cardboard Sign - 1935
231 Original Art - 1943
232 Trade Card - 1894
233 Original Art - 1944
234 Advertisement - 1906
235 Advertisement - 1925
236 Cutout -1924
237 Window Display - 1939
238 Original Art - 1950
239 Original Art - 1906
240 Coupon - 1900
241 Original Art - 1958
242 Advertisement - 1985
243 "Umbrella Girl" - 1926
244 Paper Sign - 1921
245 Cutout - 1923
246 Original Art - 1922
247 Cutout - 1927
248 Cutout - 1915
249 Original Art - 1947
250 Original Art - 1944
251 Original Art - 1942
252 Poster - 1938
253 Pemberton's Percolator
254 Cutout - 1933
255 Cutout - 1920
256 Advertisement - 1969
257 Original Art - 1954
258 Advertisement - 1906
259 Advertisement - 1969
260 Promotions - 1934

CHECKLIST

CHECKLIST

261 Advertisement - 1907
262 Advertisement - 1956
263 Advertisement - 1950
264 Original Art - 1952
265 "Coca-Cola Corner" - 1928
266 Mexican Calendar - 1928
267 Menu Card - 1902
268 Score Book - 1917
269 Original Art - 1953
270 Original Art - 1944
271 "Sprite Boy" - 1940s
272 Cardboard Sign - 1944
273 Original Art - 1944
274 Cutout - 1935
275 Original Art - 1950
276 "Coca-Cola Chewing Gum" - 1915
277 Cutout - 1936
278 Window Display - 1940
279 Poster - 1937
280 Delivery Trucks - 1940s
281 Cutout - 1937
282 Original Art - 1950
283 "Coca-Cola" Truck - 1940
284 Advertisement - 1942
285 Cutout - 1930
286 Original Art - 1944
287 "Four Seasons" - 1921
288 "Cherub" Cutout - 1908
289 Cutout - 1989
290 Original Art - 1956
291 Cutout - 1934
292 Original Art - 1948
293 Cutout - 1911
294 Original Art - 1943
295 Original Art - 1946
296 Window Display - 1919
297 Bookmark - 1906
298 Original Art - 1939
299 Original Art - 1937
300 Checklist Card

Series 3 **300**

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